



UNITED HORSE COALITION

EDUCATE. ADVOCATE. COLLABORATE.



WORKING TOGETHER
TO HELP **AMERICA'S**
HORSES AT RISK
OR IN TRANSITION.

JOIN THE EFFORT

UPDATED FOR 2023

Programs to Help At-Risk Horses and How
Your Organization Can Make A Difference.

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A Letter from the United Horse Coalition:



It has been almost 17 years since the United Horse Coalition was created with one goal in mind – to create a neutral coalition and safe setting, in which all organizations within the equine industry, no matter their background or role, could discuss the plight of what was then known as the “unwanted” horse population. The coalition was tasked with bringing everyone together to create programs and initiatives to help the “unwanted” horse population, including those at-risk for export and potential slaughter. The mission of the UHC continues today, including a recent name change from the “Unwanted Horse Coalition” to the newly branded “United Horse Coalition” – a better reflection of the need to change the way in which we discuss the equines who need our help the most.

Since the UHC's inception in 2006, members of the horse industry have continued to undertake new and successful initiatives to address the issue of at-risk horses and those in transition. This includes adoption programs, education about responsible ownership and responsible breeding, and increased rescue and retirement options, all of which have improved the lives of the horses they help. Though great strides have pushed us into a new decade of available options for these horses, we still have a way to go to ensure that we prevent any horse from becoming at-risk through the continual creation of new programs and initiatives. It is imperative that we have collaboration throughout the industry, and that we work together for our shared, common goal. I am reminded of an important quote which speaks volumes to our capacity to help one another – “Alone we can do so little, together we can do so much.” – Helen Keller. Let's continue to work together to help horses at-risk or in transition.

This updated publication highlights current industry initiatives, both big and small, as well as offering specific ideas and resources to encourage and inspire industry stakeholders to recognize and help solve the issues we face.

It takes just one person in an organization to start the initiative. Will you be that advocate who helps to prevent horses from becoming at-risk in your niche of the industry? Every step moves us closer toward our goal: reducing the number of at-risk horses.

This is a working document, and as such, we have the ability to add new programs, initiatives, and ideas as they become available. If you know of a program or already offer resources to help at-risk horses, or those in transition, let us know, so we can share it with others. These resources will also be made available on our website at UnitedHorseCoalition.org. These are exciting times, and I look forward to seeing the wonderful work that we can accomplish by working together.

Ashley Harkins
Ashley Harkins
UHC Director

WHO WE ARE: THE UNITED HORSE COALITION

The **United Horse Coalition (UHC)** is a broad alliance of equine organizations that have joined together under the **American Horse Council (AHC)** to educate the equine industry about the issues surrounding horses that are at-risk, or in transition.

The UHC is an educational alliance that seeks to provide information for current and prospective owners, breeders, sellers, and horse organizations, regarding the long-term responsibilities of owning and caring for horses, as well as focusing on opportunities available for these horses. UHC also provides information regarding end of life decisions, including veterinary care, euthanasia, and disposal options.

The United Horse Coalition works closely with industry leaders and equine organizations to stay up-to-date on current issues and initiatives.

OUR MISSION:

THROUGH INDUSTRY COLLABORATION, THE UNITED HORSE COALITION PROMOTES EDUCATION AND OPTIONS FOR HORSES AT-RISK OR IN TRANSITION.

UNITED HORSE COALITION IS COMMITTED TO HELPING HORSES AT-RISK OR IN TRANSITION BY:

- **Educating** current and prospective horse owners on how to **own responsibly**; including proper care, breeding, and options available to owners before a horse becomes unwanted.
- **Raising awareness** of the issue of unwanted horses and the consequences to horses and the horse industry,
- **Reducing the number of unwanted horses** and working towards eliminating the problem.
- **Ensuring that horses are treated humanely and with dignity throughout their lives.**
- **Facilitating the exchange of information** on adoption, care, and alternative careers available.
- **Providing information** on end-of-life decisions, including veterinary decisions, euthanasia, and disposal.
- **Explaining the issue** through presentations at industry gatherings, such as symposiums, expo's, conferences, summits, and fairs.

UHC RESOURCE DATABASE

RESOURCES FOR CURRENT OWNERS:

- Facilities that accept horses.
- Questions to ask before surrendering/retiring a horse.
- Feed and hay safety net programs.
- Castration programs and clinics.
- Funding for veterinary care.
- Euthanasia programs and clinics.
- Information on helping owners in end-of-life decisions.
- Racing aftercare, placement, and training.
- Plus, other programs.

RESOURCES FOR RESCUES/SANCTUARIES:

- Guidelines for rescues and sanctuaries.
- Accreditation programs.
- Matching programs for horses and prospective Adopters.
- Nonprofit management/fundraising.
- Equine welfare grants.
- Other financial assistance.

RESOURCES FOR PROSPECTIVE OWNERS:

- Owning responsibly.
- Finding "The Right Horse."
- Basic horse care and costs.
- Alternatives to buying a horse.
- Is horse ownership right for me?
- Plus, other important information.

UnitedHorseCoalition.com



WHAT ARE HORSES AT-RISK, OR IN-TRANSITION?

Did You Know? The economic activity involved in caring for the nation's estimated 7.2 million horses, along with spending by horse enthusiasts in their pursuit of horse events and recreation, directly contributes over \$50 billion to America's Gross Domestic Product. The direct employment impact is over 988,000 jobs! (American Horse Council 2017 Economic Impact Study.)

For a variety of reasons, there comes a time in many horse owners' lives in which they are no longer able, physically or financially to provide care for their horse. Sometimes the horse is very much wanted, but an owner's circumstances do not allow them to keep their beloved horse. Other times, there may come a point in which a horse does not meet the owner's expectations. It is at this juncture that owners may need to make the decision to find other available options for their horse.

It is important to note, that not all horses at-risk or in transition have suffered from neglect and abuse. A child may have outgrown his or her pony or moved on to different interests and the parent now has to contend with the monthly care and expenses of a large animal in the backyard or at a boarding facility. Another scenario is the horse that has been a great working animal throughout the years but is getting older and can no longer perform up to the standards that the rider needs, but may be suitable for another career, or retirement. It is incredibly common for these reasons that horses change hands frequently throughout their lives.

Horse owners should feel some moral obligation to make sure their horse in transition ends up receiving proper care and treatment. If the horse is healthy and of a reasonable age it is always best to find a suitable new vocation, owner, or home rather than having to euthanize the horse. On the other hand, if the horse is not in good health, or suffering, then the most humane decision may, indeed, be euthanasia.

In the age of social media, words can mean everything, and we understand the importance of conveying the right message. With that in mind, a movement has been started in which the "unwanted" horse has now become the "at-risk" horse, or one "in transition."

To further define these words:

AT-RISK:

An equine that has an increased possibility of experiencing a situation of neglect, abuse, or general poor welfare.

IN TRANSITION:

Any equine that is currently in-transition from one home, vocation, opportunity or owner to the next. Throughout its lifetime, most horses will have multiple homes and owners. Often, these horses find themselves in transition due to no fault of their own, rather as the result of a change in the owner's circumstances (time, location, finances, need, etc.).

WHO ARE INDUSTRY STAKEHOLDERS?



The horse industry is vast, with over 29% of American households having members who either participate in horse activities, or attend horse events as a spectator.

The economic activity involved in caring for the nation's estimated 7.2 million horses, along with spending by horse enthusiasts in their pursuit of horse events and recreation, directly contribute to over \$50 billion to America's Gross Domestic Product. The direct employment impact is over 988,000 jobs! (American Horse Council Economic Impact Study, 2018).



There are thousands of associations, service providers, riding clubs, commercial suppliers, and others in the horse industry involved in equine activities.

Rescue and retirement facilities may work the front lines each day to help at-risk horses, but breed registries, racing, showing and performance associations, state organizations, race tracks, veterinarians, equine publications, and others can, and, should also get involved.



Who is responsible for at-risk horses and those in transition? **We all are.**

With such a large network of individuals working within the industry, we should be able to tap into resources, both human and financial, to reduce the number of at-risk horses even further.

STARTING AT THE WALK: SMALL STEPS



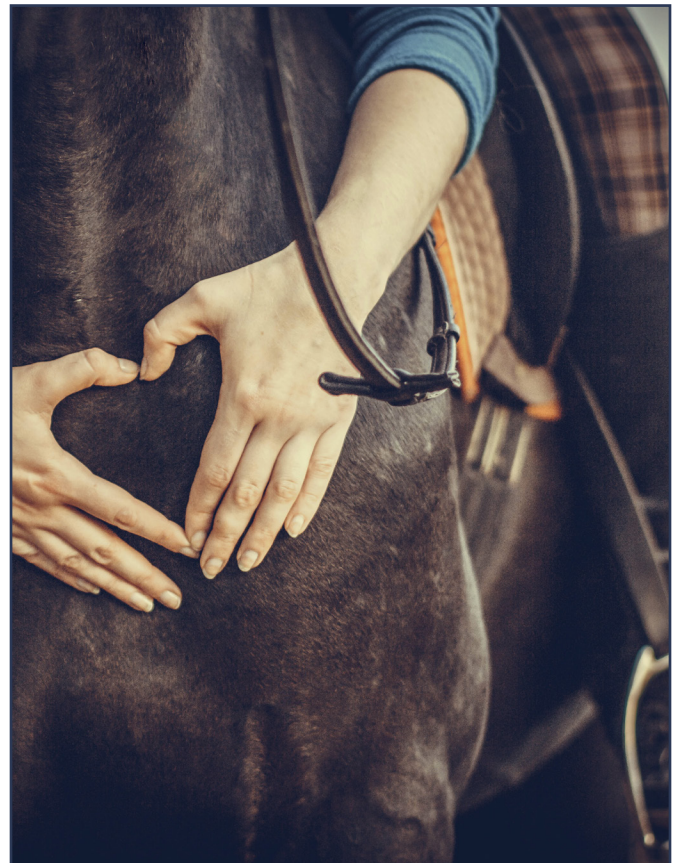
Introducing 16 specific ways a group of any size can help at-risk horses.

1 Identify someone who cares about at-risk horses to be a point person for your organization or event. This individual should be given some time to stay up-to-date on industry issues and efforts. (S)he can ensure every activity provides an opportunity to bring awareness or direct support to at-risk horses, starting with the ideas in this publication.

2 Request and Distribute materials about responsible ownership and responsible breeding. You do not have to spend time or resources recreating the wheel. There are many excellent resources available from organizations willing to share their work.

The AAEP has a brochure on [What to Expect When Owning a Horse](#), and the AVMA publishes a guide to [Selecting a Horse](#).

The UHC provides educational materials free of charge on the UHC website at UnitedHorseCoalition.org. All you have to do is share with your members, clients, new owners, and/or the general public.



STARTING AT THE WALK: SMALL STEPS

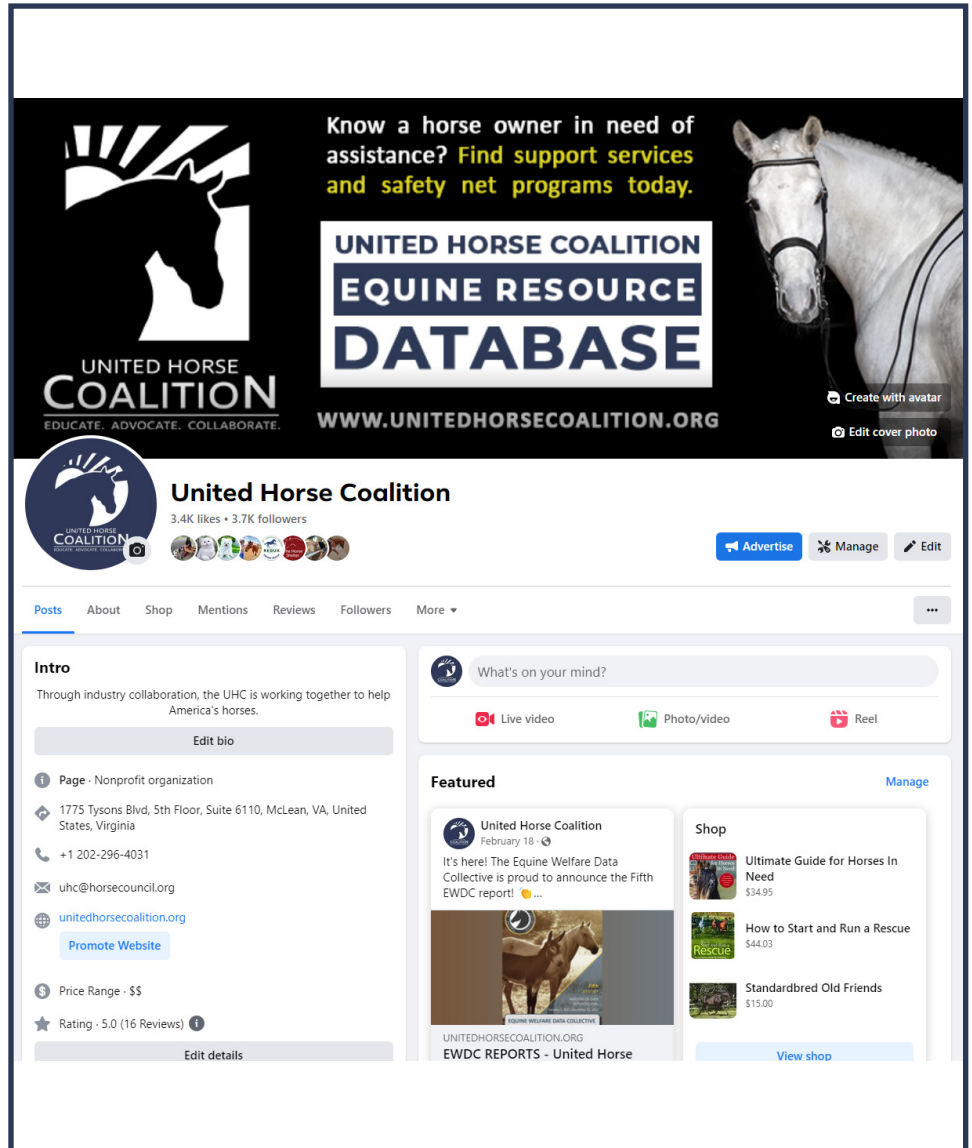
3 Follow social media and share posts about issues related to at-risk horses. Note all industry efforts, especially positive outcomes. Include news stories about at-risk horses and those in transition specific to your breed or discipline.

Even if you are not a rescue, or involved in the non-profit sector, sharing posts like these can get important information to the right people. That is the power of social media!



Like the UHC on Facebook.

We'll repost items related to responsible ownership and responsible breeding, as well as programs and initiatives available to help at-risk horses and those in transition.



STARTING AT THE WALK: SMALL STEPS



4 Encourage members of your organization to volunteer with a local rescue, retraining, or therapeutic riding program. Most non-profits are eager to have help with both direct care and behind-the-scenes tasks, such as marketing, fundraising, social media, event planning, photography, grant writing, and more.

Find local rescues and other facilities in your area on the [UHC website](#).

Or search “horse” in sites like this one; for the volunteer match.



5 Donate a percentage of the proceeds from one show, or designate one class as a “help a horse” class to benefit a local rescue, aftercare program, or owner assistance (safety net) fund.



STARTING AT THE WALK: SMALL STEPS

6 Offer space in a print publication, at least once a year, that features programs that reduce the number of at-risk horses. Others options are to offer free advertising space for rescue horses or events that support retraining and rehoming.

ESTATE PLANNING
for Your
HORSE

When you sit down with an attorney to make your will or trust, remember to include your horses.

If your horse should outlive you, how will you provide for him or her care? It's a question that large estate horse owners up at night—especially if they don't know where to begin to make a plan for their horses. We turned to the American Horse Council's United Horse Coalition, which has produced a guide for horse owners.

The following information is intended to be a general guide for estate planning as it applies to your horses. The UHC recommends contacting a knowledgeable attorney to guide you through the details of estate planning involving your equine.

While it's common for people to regularly think about what they need to do to maintain their will and ensure that their property and belongings are taken care of in the event of their death, it's not common that their horses are included in this process. Without a will, your horse could become the property of your estate, and those family members may have no interest, or even the required knowledge, to inherit and care for your horse.

Some owners might just elect to have their horse sold at either a private sale or a dispersed sale at an auction. However, some owners may also be wary of this, as once a horse horse is auctioned, its fate can sometimes be unknown, and the horse may end up in the wrong hands. Additionally, horses who are retired or have special needs might be more difficult to sell or place in a good new home.

USEQUESTRIAN.ORG 3

equine.com

Horses Stallions Real Estate Rescue Horses

Keywords State Breed Disciplines

Rescue Horses

CELEBRATE MAGIC **FROZEN** THE BROADWAY MUSICAL WORTH MELTING FOR GET YOUR TICKETS TODAY!

Rescue Horses up for Adoption

Horses up for adoption through the A Home for Every Horse program can be listed for free on Equine.com. Find a rescue horse for your family!

Showing 1-24 of 264 Results, Page 1 of 11

Sort: Default Sort

Nearby: 100 Mile Find

Meena 2004 APHA Cremello Paint Mare, Hazel Eyes, 14.2hh, Adv... Liberty, NC \$1,100

Zippered - \$200 Valentine's Day Rebate! - QUIET AND SWEET, An... Plymouth, MI \$1,500

Heading To Boca - Powerhouse With Looks To Match Fortville, IN \$2,000

TIME TO TROT: MORE ACTIVE METHODS

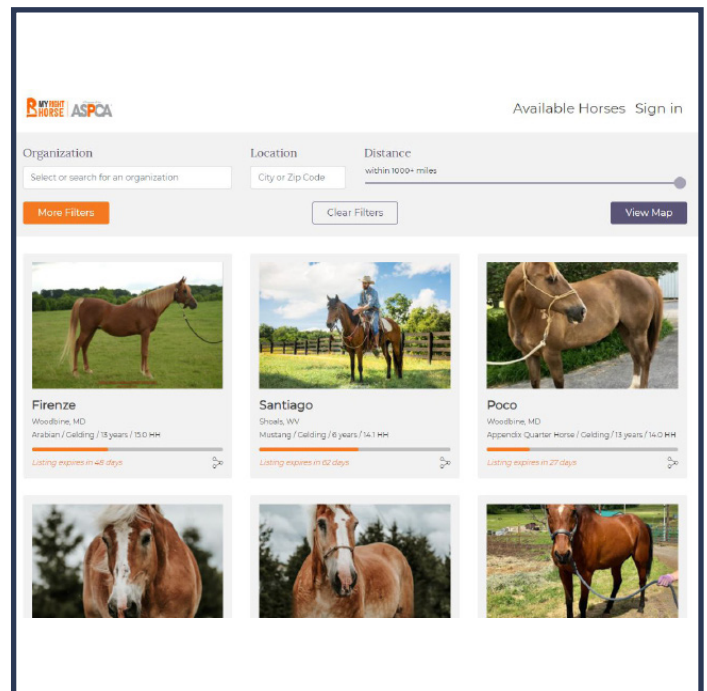
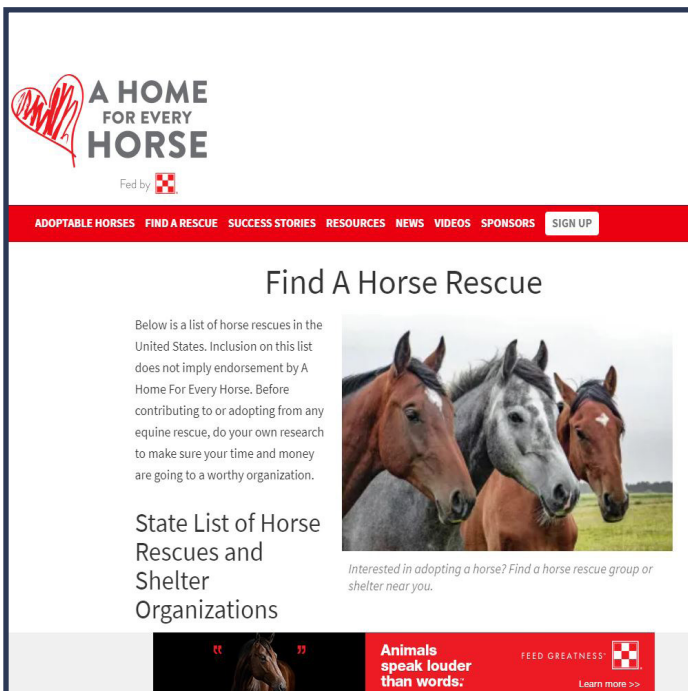
These ideas take a little more effort, but can have a big impact on spreading the word about horses at-risk or in transition.



Credit: Becky Newell

7 Speak on behalf of the United Horse Coalition through the Ambassador program. The UHC will provide the PowerPoint, script, materials, and references. All you have to do is ask to speak for 5 minutes at your next annual meeting or convention.

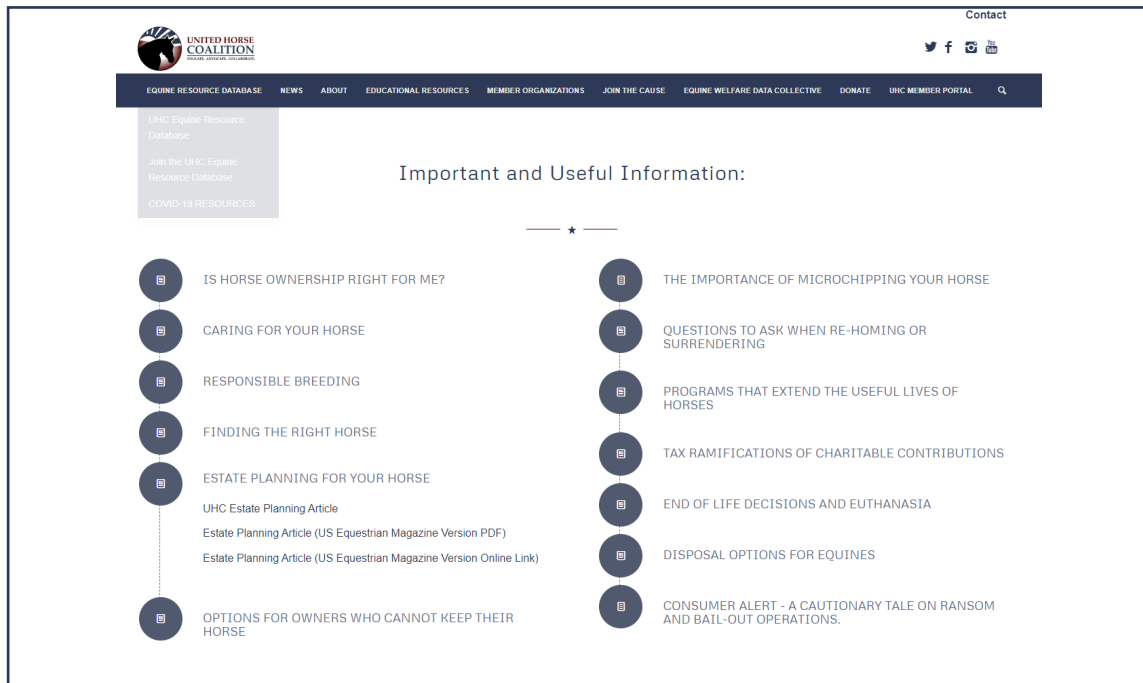
8 Play Matchmaker by creating a place on your website (or in print publications) for listing horses looking for new homes. Or list places where potential adopters can find horses for a second career.



TIME TO TROT: MORE ACTIVE METHODS

9

Dedicate space on your website to responsible horse ownership and breeding information or resources for rescue and adoption. The UHC can provide assistance and resources to develop the content.



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Send out press releases to share your work with the world. The more we get the issues of at-risk horses and the programs to assist them in the news, the more awareness the industry will generate



TIME TO TROT: MORE ACTIVE METHODS

- # 1
- Create materials** for prospective and current horse owners. You can tailor the information to your organization or association's clients or members. No time to create your own? Contact the UHC for materials and links to other sources.



My Horse's Well-Being is jeopardized. Where Can I turn?

Horse owners come in as many varieties as their horses, but they have at least one thing in common: All horse owners share a responsibility to care for their horses' appropriately. What constitutes appropriate horse care differs from horse to horse and depends on several factors, including the climate the horse lives in, the age of the horse or even individual ailments from which a horse might suffer. When a horse's well-being is jeopardized for any reason, it is the responsibility of the owner to take action. Unfortunately, it is not always easy or even possible for owners to take action.

There are many reasons people are or become incapable of caring for their horses. Financial hardship, lack of horse-related education, psychological disorders, age, physical situations, and lack of time are all reasons horses are sometimes neglected and wanted anymore. Regardless of the reason for neglect, it is not fair to position where it is no longer feasible to care for a horse appropriately consider.

1. **Sell Your Horse(s).** As simple as it may sound, this option is for those who love their horses dearly and have had them for several years. There are many pet horses who are in need of a happy home. There are two options for people:
 - o **Private Sale:** This option gives horse owners a chance to establish a relationship with the buyer. Private sales can be initiated through classified ads in the newspaper or a magazine, spread through 4-H groups, local breed clubs and trainers in your stores and at horse shows. The Internet now provides sites. Just type "horses for sale" into your favorite search engine. Determine your asking price by comparing prices for horses similar to yours.
 - o **Auction:** Horse sales are sometimes the quickest way to sell. Contact local sale barns or fairgrounds to get a copy of the rules. Ask questions about placing a reserve on your horse or how your horse might not sell for a lot of money and you will be the buyer the way you would in a private sale. Still, auctioning your horse in a new home when you find you are not the best person for them appropriately.
2. **Lease.** If your horse has a safe disposition and others can ride, leasing may be the perfect solution to some of your financial woes. The horse industry like the idea of trying a horse out before taking the leap.

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10805 East Bethany Drive | Phone 303-696-4500
Aurora, Colorado 80014 | Fax 303-696-4599
www.ArabianHorses.org | info@ArabianHorses.org

How Can I Help Neglected Horses?

The majority of our members and horse owners around the U.S. and Canada feel a need to reach out to the horses that are victims of neglect. Such care and concern is truly appreciated and is the reason why so many horses are rescued, rehabilitated and go on to live out the rest of their lives in good homes.

Law enforcement, Animal Control, the Humane Society, the American Society for the Prevention of Cruelty to Animals (ASPCA) and local rescues are on the front lines confronting neglect issues on a daily basis. Their combined efforts will usually have horses seized and in custody before the public is made aware of the specifics of a neglect case. In fact, horses seized from an individual who will eventually have charges filed against him or her are often held in the custody of animal control in an undisclosed location. The horses are considered evidence in neglect cases and the accused person's attorney has the right to examine the horses as evidence. The horses' welfare is considered first and foremost in these situations and if immediate vet care is needed, it is provided. For more information about the legal issues surrounding horse neglect, see the AHA Stance and Horse Neglect and the Law page.

As mentioned above, law enforcement and other organizations usually work together, sometimes on a contract basis, to care for the immediate needs of neglected horses. But they cannot do it alone. Help from the Arabian community and others are welcomed in times of need, but also on a daily basis. There are a number of ways you can help.

1. **Donate Money.** Monetary assistance is always welcomed by shelters, rescues, Humane Societies and other agencies. Horses that are seized by Animal Control and kept in undisclosed locations as evidence until trials are underway are usually cared for by tax payers' money and can cost up to \$15,000 per horse. Because these locations are not made public, people often forget to donate money directly for this purpose and donate only to visible rescue organizations. Educate yourself about the path a neglected horse must take in your area from neglect to new home—where do they go? Decide where you want your money to be used. In the case of visible rescues, donating money should be like donating to other charities—it is important to do some research about the facility or organization first. Below are some tips and questions to ask before donating.
 - o Confirm the organization has been granted 501(c)(3) status by the Internal Revenue Service (IRS). If the organization does not have a 501(c)(3) tax code, be sure that they are not just taking advantage of your good will—many scam artists take advantage of people who are just trying to help.
 - o Is the facility or organization reputable? There are several ways to check on an organization's reputation.
 - Making a personal visit to a facility or organization is sometimes the best way to get a feel for whether or not it is the right place to donate your hard earned money. Make an appointment with the organization or facility staff or volunteers to tour the place and get more information. Staff or volunteers should be more than happy to honor your request because they know it may

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CANTER ON: LARGE SCALE EFFORTS



The UHC aims to be a “one-stop-shop” for safety net resources. Send links to your programs and they will be added to the UHC Equine Resource Database.

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Develop Safety Net Programs for owners. One example is the Kentucky Horse Council Save Our Horses program, which offers owners assistance with emergency feed and hay, gelding clinics, and euthanasia support.

Save Our Horses Fund (SOHO)

KHC's Welfare Fund

The KY Horse Council recognizes that not all horses in Kentucky are blessed with adequate food, shelter and veterinary care. As a part of the KHC mission to care for the welfare of the horse, the SOHO (Save Our Horses) fund was established to allow horse owners and enthusiasts to contribute to helping these horses.

Geld Voucher Program: The program provides financial assistance to promote discriminate breeding practices by supporting the castration of male equines for Kentucky horse owners with limited finances. Qualifying Kentucky horse owners may be eligible for vouchers payable to the servicing veterinarian up to \$150 per horse or \$300 per family (multiple horses). Charges in excess of the voucher amount are to be paid by the horse owner to the veterinarian. Horse owners work directly with their veterinarian to have the geld service performed.

Gelding Voucher Application

Equine Safety Net: Equine Safety Net was established to assist those caring horse owners who have temporary financial setbacks (such as a job loss or medical incident within the past 6 months), and are having difficulties feeding their horses.

The Kentucky Horse Council will feed up to two horses for 30 days, so that these individuals may consider alternatives for the horses, or get back on their feet financially. Applications for 30 day extensions are also considered.

Equine Safety Net Application.pdf

Euthanasia Voucher Program: The KHC Euthanasia Program was established to ensure that aged, injured, or unwanted Kentucky horses whose owners **could not** otherwise afford the service, may be euthanized regardless of their caretakers' financial situation.

Advance approval for the service is **not** necessary. In the event that a client needs a horse euthanized but cannot afford the service veterinarians may humanely end the equines life with confidence that the Kentucky Horse Council SoHo fund will reimburse the servicing veterinarian

Euthanasia Voucher Application

Life After Racing

The Standardbred horse is athletic and intelligent, well suited for many uses beyond the racetrack. The USTA has long recognized the importance of Standardbred aftercare; to that end, there are a number of resources available to those that own or compete with an off the track Standardbred.

The Standardbred Equine Program (SEP)

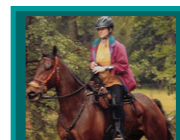
The Standardbred Equine Program was established by the USTA in 1996 to encourage the use of Standardbreds in disciplines other than harness racing. Since then, SEP has partnered with several national organizations to promote the breed and recognize the many talented horses that are competing away from the track.



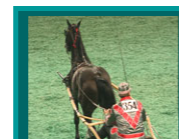
Dressage
United States Dressage Federation



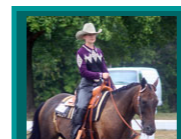
Driving
American Driving Society



Endurance
American Endurance Riding Conference



Roadster
American Road Horse & Pony Association



National Standardbred Show

Standardbred Transition Alliance (STA)

Looking to acquire a standardbred? To find a [list of accredited Standardbred adoption organizations](https://www.standardbredtransition.org), visit <https://www.standardbredtransition.org>. These are programs that have completed a rigorous inspection of their business, horse care and training practices. Current STA accreditation assures adopters that they are dealing with a reputable rehoming organization that has the skills necessary to match them with a suitable horse.

Free Horse ID Search

To identify your Standardbred, the USTA offers a free basic information search: [Free Horse ID Search](#). If you need additional help, simply call the USTA offices. Please have as much information available as you can, including freeze brand, microchip number or lip tattoo, color, sex, white markings, etc.

Your Horse's History

Curious about your horse's breeding or racing background and want to learn more? The USTA can help. Full past performance reports and video race replays available from [Pathway](#), the USTA's online database. Create your own [USTA MyAccount](#), which is available for free to non-members and USTA members alike to view sample reports and pricing.

The U.S. Trotting Association offers several safety net programs for Standardbreds, including placement, adoption, full circle, pleasure registration, and the Standardbred Transition Alliance (STA)- a list of accredited Standardbred adoption organizations.

CANTER ON: LARGE SCALE EFFORTS

13 **Develop Full Circle or Tracking** programs for horses. These programs allow breeders/owners to register their horse(s) and are contacted should the horse become at-risk or ready for retirement.



Thoroughbred
Connect

MANY PET OWNERS ALREADY UNDERSTAND THE IMPORTANCE AND BENEFITS OF MICROCHIPPING A CAT OR DOG, BUT DID YOU KNOW THAT YOU CAN HAVE YOUR **HORSE** MICROCHIPPED AS WELL?



Take a look at some of these incredible benefits!

- It's permanent - Microchips don't fade or distort like tattoos and brands.
- Microchips help positively ID your horse during natural disasters, disease outbreak, theft, Houdini paddock escapades, and more!
- Some brands link directly to your horse's medical history, allowing veterinarians to provide critical care when you're unable to be contacted.
- Accurately ID your horse at competitions, ensure your competition record is linked to your horse!
- Microchips count as equine legal identification for sales documentation and transfers.
- Enroll your horse in Full Circle programs that list previous owners, rescues, or individuals interested in providing a home or safe landing should the horse become at-risk.
- Low cost, low pain, low maintenance: chips are implanted by a veterinarian via syringe during routine visits for \$35-\$60 and require no upkeep.

Need to look up a Microchip Number?
Check out the **American Horse Councils**

HORSEMICROCHIPLOOKUP.COM

Special thanks to:

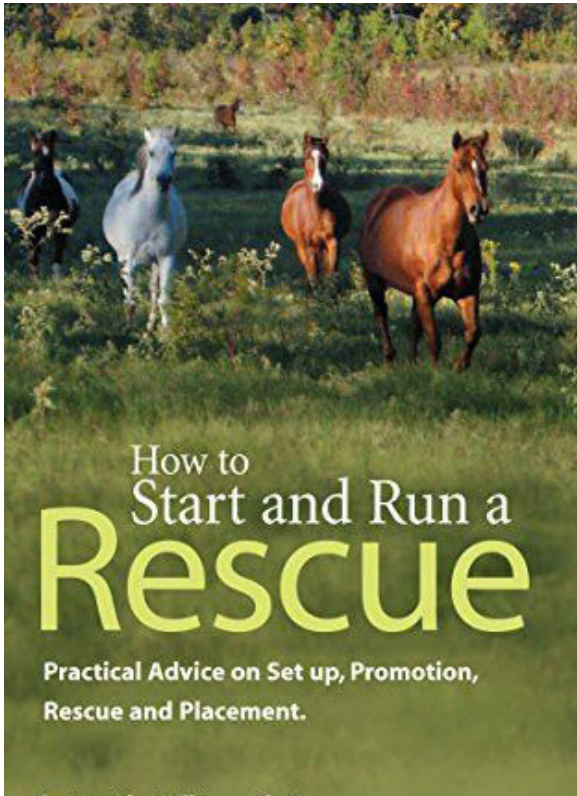


Take responsibility for the horse you love
MICROCHIP YOUR HORSE TODAY!



CANTER ON: LARGE SCALE EFFORTS

14 Support rescue programs, rehoming, and retirement facilities.



There are over 1,200 rescues, sanctuaries, and direct placement programs assisting at-risk and transitioning equines nationwide. Other organizations provide in-person and webinar training to help organizations assisting at-risk and transitioning equines become sustainable. Your organization can become a valuable partner to an existing rescue. Starting a rescue is an enormous undertaking, but excellent resources exist for those interested in doing so. Dr. Jennifer Williams' book [How to Start and Run a Rescue](#) is one such example.

15 Organize training opportunities and events that emphasize preparing horses for first or second careers. Trainers around the U.S. work with OTTBs, rescue horses, and wild horses for prize money, and the horses then become available for adoption.



CANTER ON: LARGE SCALE EFFORTS

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Register a foundation to raise funds and support any of these, or other, ideas. For example, the American Association of Equine Practitioners has grant programs to fund equine research, disaster relief and the Unwanted Horse Veterinary Relief Campaign. People often give “close to home” where they know donations impact something of importance to them, like their own breed or discipline.



**The
Foundation
For The HORSE**

AQHF

AMERICAN QUARTER
HORSE FOUNDATION

EQUUS

FOUNDATION

A M E R I C A N
P A I N T
H O R S E
A S S O C I A T I O N



**THOROUGHBRED
RETIREMENT
FOUNDATION**

Check out the TRF's [Second Chances Program](#), a pioneering program where inmates build life skills while participating in a vocational training program as they provide supervised care to retired racehorses horses.

UNITED HORSE COALITION: MEMBER PROGRAMS

Many successful programs that help at-risk horses already exist. Use these as models to develop programs specific to your organization's members.

A Home for Every Horse (<https://ahomeforeveryhorse.com/>)

created in 2011, is the result of a partnership between the Equine Network, the nation's leading publisher of equine-related content, and the United Horse Coalition. The program provides a resource for 501(c)(3) horse rescue organizations.



A HOME FOR EVERY HORSE

Fed by 

The A Home for Every Horse program helps connect rescue horses in need of homes with people looking for horses. To make the connection between horses and homes, rescue organizations can list their horses for free on Equine.com, the world's largest horse marketplace, where they can be seen by 300,000 visitors each month.

EQUUS

F O U N D A T I O N

FOR THE LOVE OF HORSES

The EQUUS Foundation (www.equusfoundation.org) is dedicated to reducing the number of at-risk horses, by retraining horses for multiple careers, making equine therapy available to more people and raising awareness of the impact of horses in the United States. The foundation accomplishes its mission by providing financial support and services to equine charities across the United

States. The Foundation's Equine Welfare Network directly connects equine enthusiasts with equine organizations – and connects the equine organizations to each other - by providing a free listing to the organizations to help educate visitors about their programs. The incentive-based Champions Program stimulates volunteerism. The Messengers Program ensures public accountability and transparency in how horses are cared for and treated. Financial support is provided by grants after careful evaluation of the organization's management and horse care practices.

Horsemen's Benevolent and Protective Association

The HBPA (www.nationalhbpa.com) in several states have created successful programs. For instance, the Illinois HBPA and Fairmount Park have joined together to establish Racehorse Alternative Choice Environment (RACE) in an effort to find homes for Fairmount horses once they have retired from racing. To cover the costs of the program, each Fairmount owner pays \$3 per start fee.

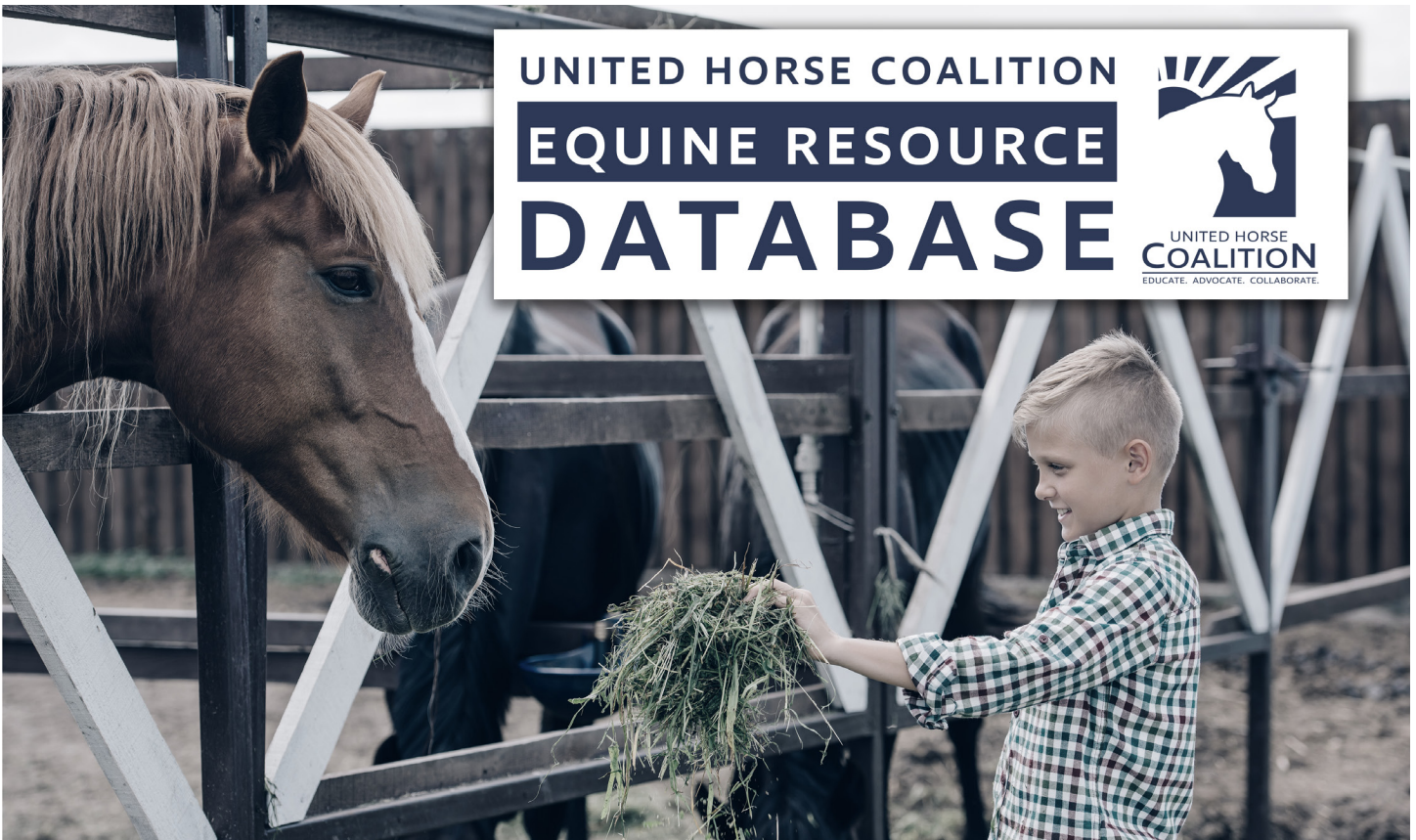
In addition, the Illinois HBPA helps to fund the Thoroughbred Retirement Foundation's Second Chances vocational program at the Vandalia Correctional Facility, where inmates work with retired Thoroughbred racehorses. Half of the horses in the Second Chances program come directly from Illinois racetracks, are rehabilitated, and offered for adoption.

The other half are permanent retirees that will likely remain under the Thoroughbred Retirement Foundation's care for the rest of their lives.



UHC Members - if you have a unique program you would like to see us include in the Join the Effort booklet, please send along a description, and organization logo to UHC@horsecouncil.org

LINKS TO OTHER PROGRAMS



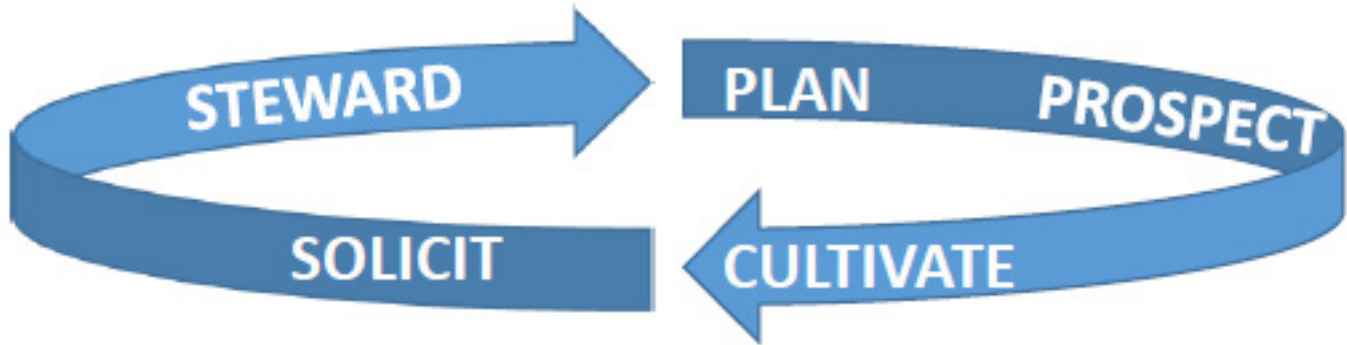
The **United Horse Coalition** continues to expand and grow the UHC Equine Resource Database. This database allows any user (current horse owner, potential owner, or equine welfare organizations) to utilize a search engine database to find various safety net and assistance programs they are in need of nationwide. Such programs include but are not limited to, hay banks and feed assistance programs, veterinary assistance, castration assistance, euthanasia assistance and disposal, training assistance and many other assistance type programs.

The database itself includes listings of over 1,000 rescue, sanctuaries, and municipal facilities that work with at-risk equines, and is audited to ensure up-to-date results.

See link. <https://unitedhorsecoalition.org/equine-resource-database/>

Whether your organization is large or small, the general principles of fundraising remain the same.

- Individuals give 75% of all philanthropic dollars.
- It costs more to solicit a new donation than a repeat donation.
- People give to people. Fundraising is based on relationships.
- Donors want to be thanked and to know how their money is being used.
- Events have the highest cost-per-dollar raised.
- All members of the organization impact fundraising, directly or indirectly.
- Evaluate and change what doesn't work while building upon what does.



**Fundraising takes time, planning and follow-up.
Be donor-centric and mission-focused.**

An online search will result in many excellent resources from fundraising 101 to event planning to marketing and more. The Association of Fundraising Professionals (<https://afpglobal.org/>) is a professional membership-based organization; a leader in the field. Also check out Gail Perry's Fired Up Fundraising. Several animal welfare groups offer excellent (and free) training opportunities for the equine rescue community on fundraising, non-profit management, grant writing and more!



Chapter 8 of *How to Start and Run a Rescue* also provides an excellent fundraising primer that can be used by any organization or group interested in raising funds.

FUNDRAISING TIPS & RESOURCES

Methods of Fundraising

- Major gifts
- Planned giving
- Foundation grants
- Annual or monthly giving programs
- Membership programs
- Workplace giving
- Sponsorships
- Direct mail
- Online fundraising
- Selling items and direct service fees
- Wish lists
- Events



Common events in the horse industry include charity horse shows, galas, open house events, paint nights, and auctions.

Check out some ideas and tips at: [Double the Donation, Inc. fundraisingLPnpENGAGE](http://DoubletheDonation.com/fundraisingLPnpENGAGE)

REMEMBER: Fundraising can be a full-time job. Although having a diversified fundraising plan is best for the long term, it is better to do one or two things well in the beginning.



CONCLUSION:

OWN RESPONSIBLY, OWNING RESPONSIBILITY:

There are infinite reasons a horse may become at-risk, but it is the job of every owner, and the industry at large, to do our best to keep horses safe and healthy.

The United Horse Coalition, along with numerous industry leaders, nonprofits, and horse enthusiasts, are at work across the country to help you own responsibly.

This discussion of a complex and sometimes troubling issue should be concluded by simply pointing out that **you are not alone**. You have many options, and advice may be obtained from many organizations or individuals who will be willing to help you when you can no longer be the steward of your horse's life.

Visit UnitedHorseCoalition.org for a variety of resources that may help you ensure that your horse will be cared for through the balance of its natural life.

The United Horse Coalition encourages all involved in the horse industry to “Own Responsibly,” and will be happy to help you live up to that very promise you made on the day you decided to become a horse owner.



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Know a horse owner in need of assistance? Find support services and safety net programs today.

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DATABASE**

WWW.UNITEDHORSECOALITION.ORG

